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FEBRUARY 1964

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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ-151

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

June 1964

**CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
FEBRUARY 1964**

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Household consumers bought less and spent less for juices and canned single-strength fruit drinks in February 1964 than in the same month of 1963. Purchases were down 10 percent, or 2.1 million cases (single-strength equivalent). The decline in expenditures was more moderate since prices paid were up 8 percent to 5.3 cents per 6-ounce serving.

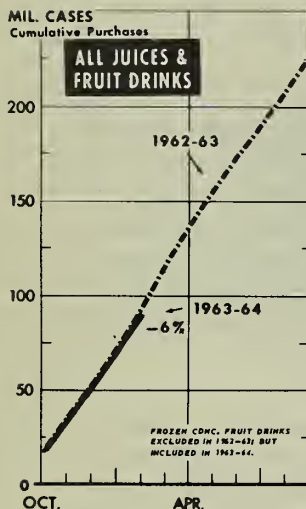
In addition, consumers bought the equivalent of 1.4 million cases of frozen concentrated fruit drinks. This was about two-thirds as much as in April 1963, the first month these products were reported.

Most of the decline in total purchases and expenditures from February 1963 was accounted for by a reduction in use of citrus juices. Supplies of these items continued to be lower and prices higher than usual because of continuing effects of the freeze in December 1962 that destroyed or severely damaged many citrus trees in Florida.

Purchases of frozen concentrated orange juice, the dominant product, were down 34 percent; chilled orange juice, down 17 percent; canned orange juice, down 39 percent; and canned grapefruit juice, down 6 percent. Despite sharply higher prices, consumer expenditures for the three orange juices were off 18 percent or \$5.6 million. In contrast, expenditures for canned grapefruit juice remained on the upturn.

Retail sales of frozen concentrated noncitrus juices were off 7 percent from a year earlier, and sales of canned noncitrus juices other than prune were down 12 percent.

In contrast to these declines, February purchases of prune juice and canned single-strength fruit drinks were up a fourth to new highs. The canned drinks had 28 percent of the household market, a substantially larger share than



in prefreeze months.

Cumulative purchases of juices and the fruit drinks in the reporting year begun October 1963 were down 6 percent -- 11.2 million cases -- from the corresponding 5 months of 1962-63. (See figure in margin.) The decline was accounted for by reduced purchases of citrus juices that more than offset heavier use of competing items.

Retail sales of fresh oranges and grapefruit in February were up sharply from a year earlier and were the largest since the freeze. The amount consumers spent for these fruits also were up substantially, even though prices paid for oranges were down 21 percent.

Retail movement of chilled citrus salads was off 16 percent from last February and sales of canned grapefruit sections were down 32 percent.

FROZEN CONCENTRATED JUICES

Purchases of FCOJ Down to Levels of the Early 1950's

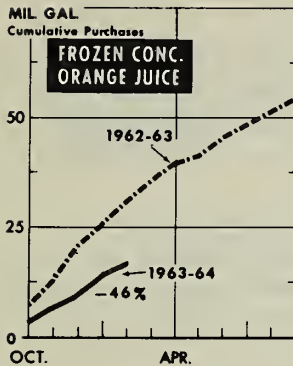
The quantity of frozen concentrated orange juice bought for home use in February 1964 was the smallest recorded for the month since 1951. Supplies were low and prices high because of continuing effects of the 1962 freeze. Because of the decline in purchases, however, consumers spent less for the product than in most months of the preceding 5 years. ^{1/} (See tables 1, 1A, 18 and figures 7-9.)

Retail sales were only two-thirds as large as a year or 10 years earlier. Production of frozen concentrated orange juice in 1953-54 for household, commercial, and other uses totaled 65.5 million gallons in Florida, where most of the product is produced. Output in most subsequent years has been above that amount; exceptions include the

^{1/} Monthly and cumulative purchases and expenditures for all products are for 4-week (28 days) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. In computing purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink were converted at 4 to 1; other frozen concentrated fruit drinks were converted at 4.7 to 1. Because of the inclusion of frozen concentrated fruit drinks, data on total purchases and share of market are not comparable with those published through September 1963.

freeze years of 1957-58 and 1962-63, and probably will include 1963-64.

The size of purchase averaged only 6.1 cans among the 20.4 percent of families that bought in February. Both components of sales were close to the lowest reported since the early 1950's.



	<u>October-September</u>			
	<u>1953- 54</u>	<u>1958- 59</u>	<u>1962- 63</u>	<u>1963- 64</u>
<u>Purchases--1,000 gallons</u>				
February	4,840	4,436	4,983	3,283
October-February	19,930	19,465	30,652	16,422
March-September	32,518	29,510	24,320	---
<u>February Comparisons</u>				
% families buying	29.0	26.2	28.5	20.4
Family purchase--ozs.	48.7	41.6	40.7	36.4
¢ paid per can	14.6	20.5	22.6	27.4

Prices paid for the concentrate in retail food outlets averaged 27.4 cents per 6-ounce can, or 6.8 cents per 6-ounce serving. Prices of other orange products ranged from 4.4 cents per serving for frozen concentrated orange drink to 9 cents for chilled orange juice; noncitrus items cost from 3.1 to 5.2 cents. (See tables 15-17.)

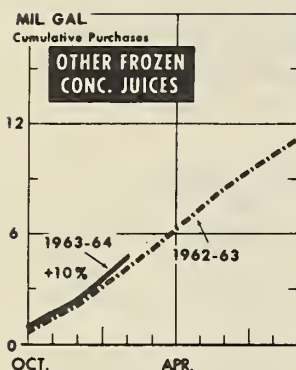
The typical family spent \$1.66 for frozen concentrated orange juice, 8 percent more than last February. In comparison, \$1.14 was spent for fresh oranges and \$1.48 for chilled orange juice.

Total consumer outlay for frozen concentrated orange juice in February was off 20 percent from a year earlier. Further, cumulative expenditures for October-February, the first 5 months of the 1963-64 reporting year, were down 17 percent or \$20.2 million.

Cumulative purchases in this same period were off 46 percent or 14.2 million gallons. (See figure in margin.) This represented the smallest volume of purchases for these months since 1951-52.

Sales of Other Frozen Concentrates off Moderately

Retail movement of frozen concentrated juices other than orange -- such as grape, grapefruit, pineapple and citrus blends -- was down 7 percent from February 1963. Neverthe-



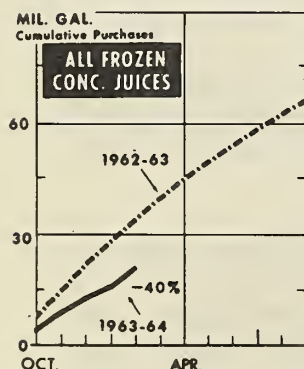
less, the market for "other" concentrates remained well above prefreeze levels. They accounted for 23 percent of all frozen concentrated juices bought for home use in February 1964, compared with 9 percent 10 years earlier (See table 8.)

The size of purchase averaged 4.8 cans among the 8 percent of the Nation's families that bought one or more of these juices. Comparable data are not available for a year earlier.

Prices paid for "other" frozen concentrates were up 11 percent from last February to 21 cents per 6-ounce can. This was well below the retail cost of frozen concentrated orange juice, the reverse of the price pattern in 1962. (See tables 15 and 17.)

As a result of higher prices, consumer expenditures for "other" concentrates in February were slightly greater than a year earlier. October-February cumulative expenditures were up 26 percent compared with a gain of 10 percent -- 400,000 gallons -- in cumulative purchases.

Market Share for Total Frozen Concentrated Juices Continues to Decline



The total quantity of frozen concentrated juices bought for family consumption in February was down 29 percent -- 2.1 million cases, equivalent single-strength -- from a year earlier and down 41 percent from 2 years earlier. In comparison, purchases of canned single-strength juices were off 11 percent -- 858,000 cases -- from last February, while use of canned single-strength fruit drinks increased 22 percent or 1 million cases. (See tables 14, 18 and figures 7-9.)

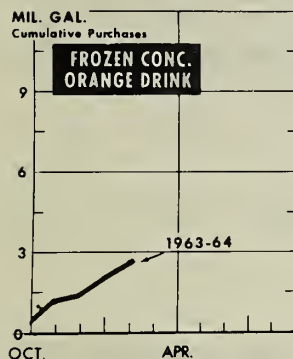
Frozen concentrated juices accounted for only one-fourth of all juices and fruit drinks used in homes in February. This was the smallest share recorded in recent years.

Prices paid for these products averaged 25.9 cents per 6-ounce can, an advance of 18 percent over a year earlier. The price rise was greater than reported for other types of products. (See tables 15, and 17.)

Despite higher prices, consumer expenditures for frozen concentrated juices in February were down 17 percent from a year earlier. October-February cumulative expenditures were off 12 percent, and purchases were off 40 percent (13.8 million gallons) from corresponding months of 1962-63.

FROZEN CONCENTRATED FRUIT DRINKS

Market Steady for Frozen Concentrated Orange Drink



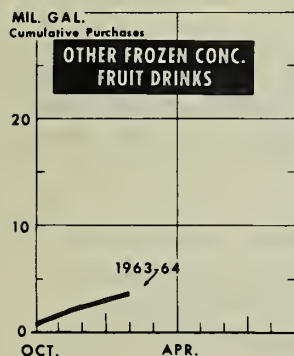
Consumers bought about the same quantity of frozen concentrated orange drink in February as in the preceding month. Data for these products are not available for a year earlier. (See table 7 and figures 7-9.)

Purchases averaged 4.7 cans among the 4.7 percent of families that bought. In August, when movement was the heaviest reported, 6 percent of families bought.

Retail prices averaged 17.4 cents per 6-ounce can, a little lower than in the 3 preceding months. Prices have varied between 14.6 and 18 cents per can during the 11 months of available data. (See tables 15-17.)

The average buyer spent 81 cents for the drink, about half as much as for frozen concentrated orange juice. Total consumer outlay for the drink in February matched the outlay for canned single-strength orange juice.

Movement of Other Frozen Concentrated Drinks Slow



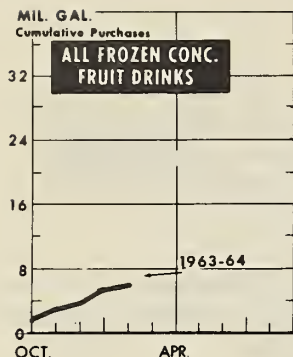
February retail sales of frozen concentrated fruit drinks other than orange -- such as grape, lemonade, and a host of blends -- were the slowest reported since this series was initiated in April 1963.

Movement was off 13 percent from January and 86 percent from July, when sales were heaviest. The decline from January was a result of fewer buyers and a smaller size of purchase. (See table 7.)

Prices paid by shoppers were up 0.2 cent from January to a new high of 14.5 cents per 6-ounce can. This was as much as 24 percent above prices paid in summer months. Even so, these products continued to be the least expensive reported. As a result, buying family and total consumer expenditures were below those for competing products. (See tables 15 and 17.)

Frozen Concentrated Fruit Drinks Have 7 percent of Household Market

Household purchases of total frozen concentrated fruit drinks in February were down 6 percent from January, and were down as much as 75 percent from the summer months of 1963. In contrast, consumers bought more canned single-strength fruit drinks in February than ever before.

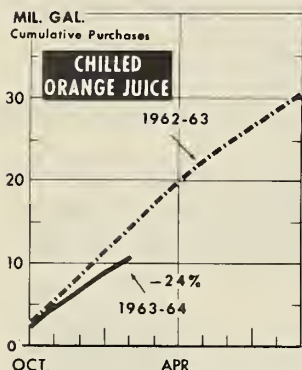


Frozen concentrated fruit drinks accounted for 7 percent of the household market for juices and fruit drinks in February. This was equivalent to one-fourth of the market held by the canned drinks.

Retail prices for frozen concentrated drinks were up slightly from January to 16 cents per 6-ounce can, to continue the upturn that has been underway since July 1963, when the average was 12.1 cents. These products accounted for about 5 percent of the consumer juice and drink dollar in February.

CHILLED AND CANNED SINGLE-STRENGTH JUICES

Expenditures for Chilled Orange Juice Up from January



Retail movement of chilled orange juice was comparatively slow in February, as it has been in most months since the freeze. Prices held high, however, and expenditures were the third largest recorded. (See figures 2 and 7-9.)

Purchases were up seasonally from January, but even so, movement was down 17 percent -- 508,000 gallons -- from the high level of a year earlier. Further, October-February cumulative purchases were down 24 percent -- 3.5 million gallons -- to match those for the corresponding period of 1960-61.

Only 5.5 percent of the Nation's families bought the juice in February, compared with 6.5 a year earlier. The size of purchase -- 3.1 quarts per buying family -- also was smaller than customary.

Retail prices averaged 47.9 cent per quart, 15 percent higher than last February. Hence, despite the smaller size of purchase, buying family expenditures were up 8 percent from both January and a year earlier to \$1.48.

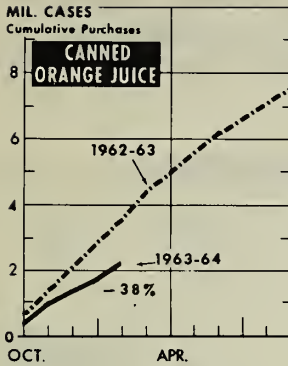
Total February expenditures for chilled orange juice were up rather sharply from January, and except for February and March 1963, were the highest recorded. October-February cumulative expenditures were 5 percent below the 1962-63 amount. (See tables 15-17.)

New Lows for Canned Orange Juice

Production of canned single-strength orange juice in 1963-64 may be the lowest since the early 1940's. As a result, retail prices have become the highest and household purchases the lowest in the 15 years data are available on

consumer purchases. (See figures 3 and 7-9.)

Purchases in February 1964 were off 39 percent -- 265,000 cases -- from a year earlier, and were less than half as large as the 1957-61 average for the month. The slow market reflected the smallest size of purchase (1.7 cans) yet reported, and practically the smallest proportion (4.3 percent) of buying families.

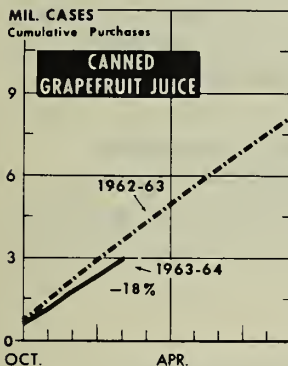


Prices paid for canned orange juice were down 0.6 cent from the January peak to 55.4 cents per 46-ounce can; the year-earlier average was 41.8 cents. Those who purchased the juice spent considerably more for it than last February; yet because so few bought, total consumer outlay was close to the lowest recorded.

Retail sales have been slow throughout 1963-64 -- only 2.1 to 2.6 percent of the household market -- and cumulative purchases are off 38 percent or 1.4 million cases from the corresponding 5 months of 1962-63. (See figure in margin.) Cumulative expenditures are down 10 percent.

Purchases of Canned Grapefruit Juice Down; Expenditures Up

Like output of canned orange juice, production of canned single-strength grapefruit juice in 1963-64 may be lowest in more than 20 years. As a result, prices have risen to new highs, and purchases have declined to unusually low levels. (See figures 4 and 7-9.)



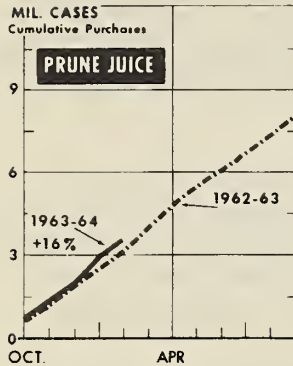
February purchases of canned grapefruit juice were down 6 percent -- 40,000 cases -- from a year earlier and 11 percent from the 1957-61 average for the month. Only 4.8 percent of the Nation's families served the juice, compared with 5.7 percent last February. However, part of that loss in market was offset by a larger size of purchase.

Retail prices averaged 38.5 cents per 46-ounce can, about the same as the record high of January, and 15 percent above a year earlier. Hence, buying family expenditures, as well as total consumer expenditures, were about the highest recorded in recent years. (See tables 15-17 and figures 7-9.)

October-February cumulative purchases, off 18 percent or 654,000 cases from corresponding months of 1962-63, were the lowest in the past decade. (See figure in margin.) Nevertheless, cumulative expenditures were up 10 percent or \$1 million, and were the highest for several years.

Prune Juice Moves at Lively Pace

In February 1964 consumers bought and spent more for prune juice than ever before reported in this 15-year series.



The volume of purchases was up moderately from January, the previous high month, and was up 24 percent -- 172,000 cases -- from a year earlier. The heavy movement was accounted for by a record number of buyers, together with a larger-than-usual size of purchase. (See figures 5 and 7-9.)

October-September

<u>1953-54</u>	<u>1958-59</u>	<u>1962-63</u>	<u>1963-64</u>
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Purchases--1,000 cases

February	502	608	716	888
October-February	2,503	2,923	3,357	3,889
March-September	3,328	3,727	4,704	---

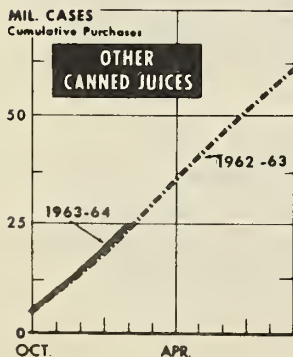
February Comparisons

% families buying	7.1	7.3	7.7	8.7
Family purchase--ozs.	59.3	69.8	73.6	78.9
¢ paid per quart	33.1	42.3	42.4	40.5

Prune juice prices averaged 40.5 cents per quart or 7.6 cents per 6-ounce serving in February, the lowest recorded since December 1958. Even so, because of the increase in purchases, total consumer outlay was up 18 percent from last February to a new high. (See tables 15-17.)

The market for prune juice has been strong throughout 1963-64: October-February cumulative purchases were up 16 percent -- 532,000 cases -- from corresponding months of 1962-63, and cumulative expenditures were up 12 percent.

Purchases of Other Canned Juices Down



Purchases of all other canned single-strength juices including apple, grape, pineapple, tomato, and blends were down 12 percent -- 727,000 cases -- from the unusually high level of February 1963. Nevertheless, use of these products continues to exceed prefreeze levels. (See table 8.)

Consumption of juices included in this category averaged 2.4 cans among the 36 percent of families that bought. Comparable data are not available for a year earlier.

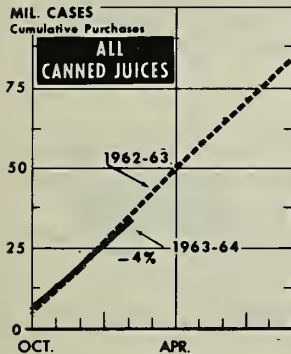
Retail prices were up moderately from last February to 31.8 cents per 46-ounce can. This advance was small compared with competitors, and except for "other" frozen concentrated drinks, these products were the least expensive reported. They accounted for only 21 percent of consumer

expenditures, although they represented 26 percent of all juices and fruit drinks bought for use in homes.

October-February cumulative purchases were the same as a year earlier, but were up 8 percent from 2 years earlier. (See figure in margin.)

Sales of Total Canned Juices Tapering Off

The strong consumer market for canned single-strength juices that developed after the December 1962 freeze is tapering off to prefreeze levels, in contrast to the increase in movement of fruit drinks. (See table 10 and figures 7-9.)



Purchases in February were down 11 percent -- 858,000 cases -- from a year earlier and were about the same as 2 years earlier and the 1957-61 average for the month. This was a continuation of the slowdown begun in recent months. Consequently, October-February cumulative purchases were off 4 percent -- 1.2 million cases -- from a year earlier, and were about the same as the 1957-61 average for this 5-month period. (See figure in margin.)

About 44 percent of the Nation's families used canned juices in February compared with 47 percent a year earlier. Moreover, the average size of purchase was smaller than in most months of 1962-63.

Retail prices averaged 37.1 cents per 46-ounce can, about the same as in the 3 preceding months, but 9 percent higher than a year earlier. Nevertheless, because of the decline in purchases, total consumer outlay was off moderately from last February. (See tables 15-17.)

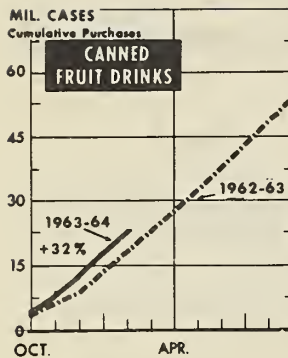
Buying families limited their expenditures for canned juices to 99 cents, the same as a year earlier. In contrast, family expenditures for other types of products surpassed year-earlier amounts.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Market for Canned Fruit Drinks Reaches New Highs

Consumer purchases and expenditures for canned single-strength fruit drinks in February were the largest recorded. These products accounted for 28 percent of all juices and fruit drinks bought during the month, a substantially larger share of market than a year earlier. Frozen concentrated fruit drinks, in comparison, had 7 percent of the February market; frozen concentrated juices, 26 per-

cent; and canned juices, 36 percent. (See tables 11 and 14, and figures 7-9.)



Household consumption of canned drinks was up 22 percent -- 1 million cases -- from a year earlier, and up 72 percent from 4 years earlier when these data were first reported.

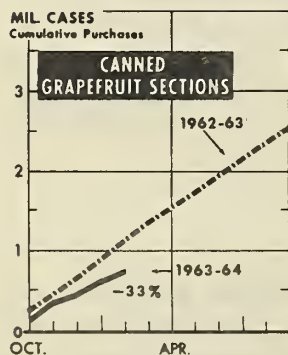
The strong market was in part a result of an increase in the average size of purchase to a new high of 3.6 cans per buying family. This gain was augmented by an increase in the number of buyers from 23.9 to 26.5 percent of the Nation's families. Except for July 1963, when 28 percent bought, this represented the largest number of buyers reported.

Prices paid were up moderately to 32.1 cents per 46-ounce can. This amounted to 4.2 cents per 6-ounce serving compared with the average of 5.1 cents for all juices and fruit drinks. The typical buyer spent \$1.15 for canned fruit drinks in February, 13 percent more than a year earlier. Total consumer expenditures were up 27 percent.

Consumption of canned fruit drinks in post-freeze months is on a substantially higher plane than in the prefreeze period. October-February cumulative purchases are 32 percent -- 5.7 million cases -- above corresponding months of 1962-63, and 77 percent above 1959-60. The relative gain in cumulative expenditures is still greater.

CITRUS SECTIONS AND SALADS

Purchases of Canned Grapefruit Sections Remain on Downturn



The household market for canned grapefruit sections in February 1964 was the slowest reported for the month in the 8 years these data are available. The downturn was associated with smaller than usual supplies, and near record-high prices. (See figures 6-9.)

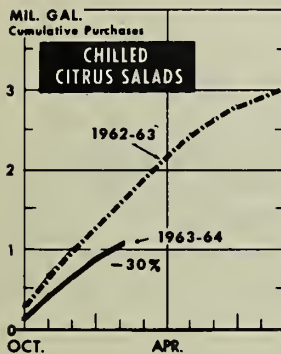
Purchases were off a third -- 74,000 cases -- in comparison with February 1963 and the 1957-61 average for the month. The downsurge was a result of fewer buyers -- from 3.8 percent to 2.7 percent of the Nation's families -- coupled with a smaller size of purchase. Both factors of purchases were among the lowest recorded.

Prices paid for canned grapefruit sections were up 23 percent from last February and 37 percent from average to 27.6 cents per No. 303 can. Prices have stayed around this amount for several months.

The average buyer spent 86 cents for the product in February, 16 percent more than a year earlier. Nevertheless, because so few families bought, total consumer outlay was down 16 percent. (See tables 16 and 17.)

Retail movement of grapefruit sections has been unusually slow thus far in the 1963-64 season, and October-February cumulative purchases are down 33 percent -- 369,000 cases -- from the same period of 1962-63. (See figure in margin.) Because of substantially higher prices, however, cumulative expenditures were down only 13 percent.

Consumption of Chilled Citrus Salads Down



February purchases of chilled citrus salads and sections were off 16 percent -- 47,000 gallons -- from the same month a year earlier. The slowdown was caused by a decrease in the number of buyers from 1.6 to 1.2 percent of the Nation's families. Part of this loss, however, was offset by a larger size of purchase. (See tables 9, 16, and 17.)

Shoppers paid an average of 75.8 cents for a quart of citrus salads in February, 8 percent more than a year earlier. Those who bought spent \$1.17 cents for them. In comparison, the average buyer spent only 86 cents for canned grapefruit sections.

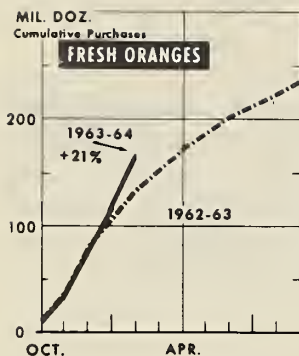
Despite higher prices, total consumer expenditures in February were off 9 percent, and October-February cumulative expenditures were off 19 percent from corresponding periods of 1962-63. Cumulative purchases were down 30 percent or 480,000 gallons. (See figure in margin.)

FRESH ORANGES AND GRAPEFRUIT

Use of Fresh Oranges Up Substantially

Consumer purchases and expenditures for fresh oranges in February were the largest reported since the freeze. (See table 12 and figures 7-9.) Retail prices held below year earlier levels, even though indicated production in 1963-64 is the smallest in many years.

February purchases were up 74 percent -- 18.6 million dozen -- from the same month of 1963. This represented an increase in number of buyers from 30 to 40 percent of the Nation's families, along with an increase in the size of purchase from 19 to 24 oranges per buying family.

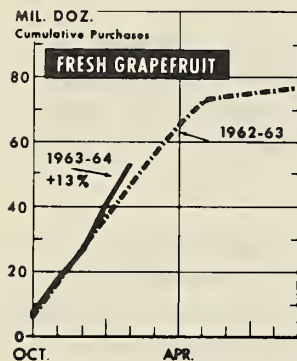


Prices paid in retail food outlets were down 21 percent from a year earlier to 57.4 cents per dozen. Except for December (55.8 cents) this was the lowest price reported in more than a year.

Buying families spent \$1.14 for oranges, the same as last February. In contrast, family expenditures for most other reported items were up from a year earlier. (See tables 15-17.)

Despite lower prices, total consumer expenditures in February exceeded the year-earlier amount by 37 percent or \$6.8 million. Furthermore, October-February cumulative expenditures were 19 percent ahead of the same months of 1962-63. Cumulative purchases were up 21 percent or 27.7 million dozen.

Grapefruit Sales and Expenditures Up Sharply

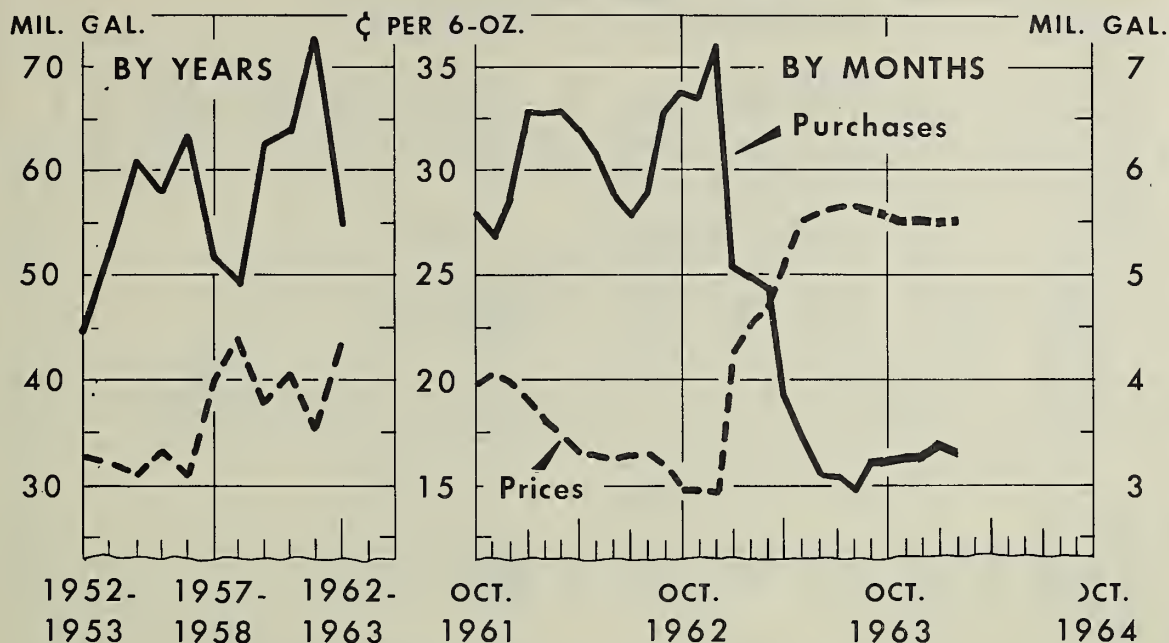


Retail sales of fresh grapefruit were up 28 percent -- 2.9 million dozen -- from a year earlier. And as for oranges, both sales and expenditures were the highest since the freeze. The gain over last February was partially explained by an increase in the number of buyers from 23 to 27 percent of the Nation's families, and partially by a moderate rise in the average size of purchase. (See table 13 and figures 7-9.)

Prices paid for grapefruit were up moderately from last February to \$1.11 per dozen. This was a continuation of the higher price level that has prevailed since the freeze of 1962. Since both purchases and prices were up, buying family and total consumer expenditures were well above year-earlier levels. Moreover, October-February cumulative expenditures were up 30 percent, even though cumulative purchases increased only 13 percent. (See tables 15-17.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855		28.2		40.2		19.6	23.2	
Jan.-Mar.	15,691	14,904		---		---		---	---	
Apr.	5,147	3,801		23.2		38.1		19.3	25.4	
May	4,941	3,393		21.7		36.3		19.3	27.5	
June	4,740	3,069		19.2		37.1		19.5	27.8	
Apr.-June	14,828	10,263		---		---		---	---	
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

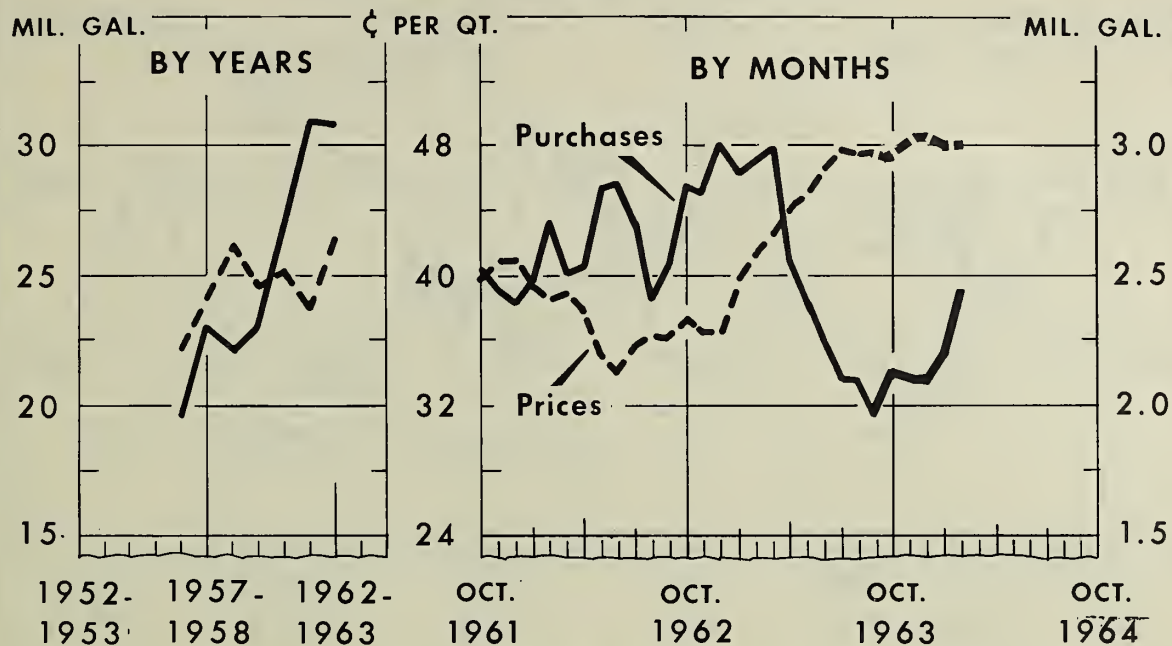
Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Expenditures		
	1957-1958			1957-1958			1957-1958			1957-1958			1957-1958		
	1957-1958	1957-1958	Change	1957-1958	1957-1958	Difference	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Oz.	Oz.	Cents	Cents	Cents	Pct.	Dol.	Dol.	Pct.
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	15.2	15.9	+4.6	1.24	1.32	1.32	+6.5
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	15.4	15.9	+3.2	1.18	1.32	1.32	+11.9
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	15.9	15.7	-1.3	1.19	1.35	1.35	+13.4
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42	18.9	21.3	+12.7	1.34	1.49	1.49	+11.2
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41	20.3	22.6	+11.3	1.38	1.53	1.53	+10.9
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	21.2	23.2	+9.4	1.45	1.55	1.55	+6.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	22.2	25.4	+14.4	1.47	1.61	1.61	+9.5
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	22.5	27.5	+22.2	1.56	1.66	1.66	+6.4
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	23.9	27.8	+16.3	1.41	1.72	1.72	+22.0
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	24.2	28.1	+16.1	1.46	1.71	1.71	+17.1
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	24.6	28.2	+14.6	1.46	1.70	1.70	+16.4
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	24.7	28.0	+13.4	1.50	1.72	1.72	+14.7
Season 3/	51,586	54,972	+6.6	---	---	---	--	--	20.0	21.7	+8.5	---	---	---	---
October	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959	1958-1959
November	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36	24.8	27.7	+11.7	1.58	1.68	1.68	+6.3
December	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37	25.0	27.4	+9.6	1.56	1.69	1.69	+8.3
January	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36	25.5	27.8	+9.0	1.58	1.69	1.69	+7.0
February	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36	22.0	27.3	+24.1	1.51	1.64	1.64	+8.6
March	4,436	3,283	-26.0	26.2	20.4	-5.8	42	36	20.5	27.4	+33.7	1.42	1.66	1.66	+16.9
April	4,448			25.8			43		20.2			1.45			
May	4,131			24.8			41		20.7			1.42			
June	4,066			25.9			40		21.3			1.41			
July	4,018			24.5			40		22.0			1.46			
August	3,971			24.5			41		22.3			1.53			
September	4,509			26.9			42		22.1			1.55			
Season 3/	48,975			---			--		22.1			---			

1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.
2/ Data are for 4-week periods to facilitate comparisons.
3/ 48-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

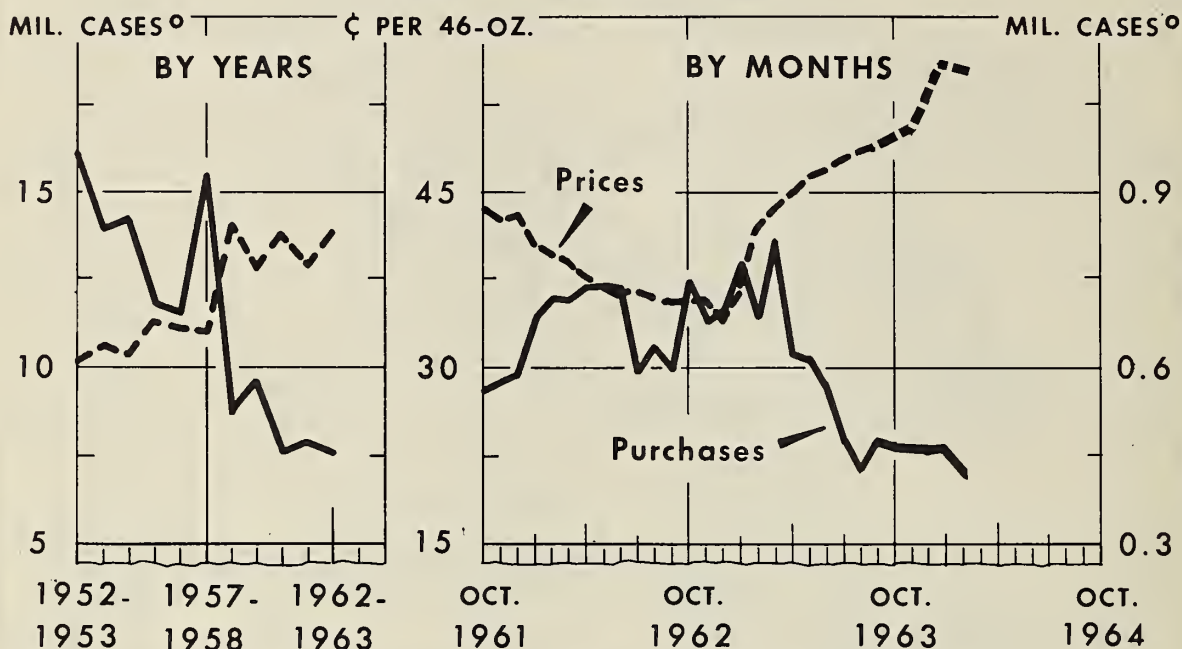
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1957-61	1963	1964	1963	1964	1963	1964	1957-61	1963	1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997		6.4		109.3		39.6	42.4	
Jan.-Mar.	6,653	8,829		---		---		---	---	
Apr.	2,239	2,555		5.6		106.5		39.3	44.1	
May	2,339	2,393		5.5		100.4		38.7	44.9	
June	2,291	2,249		5.4		96.6		38.3	46.6	
Apr.-June	6,869	7,197		---		---		---	---	
July	2,064	2,099		5.1		94.2		39.1	47.7	
Aug.	1,901	2,094		4.9		98.4		39.6	47.4	
Sept.	1,974	1,951		4.6		98.8		39.6	47.5	
July-Sept.	5,939	6,144		---		---		---	---	
Season	25,339	30,832		---		---		39.3	42.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

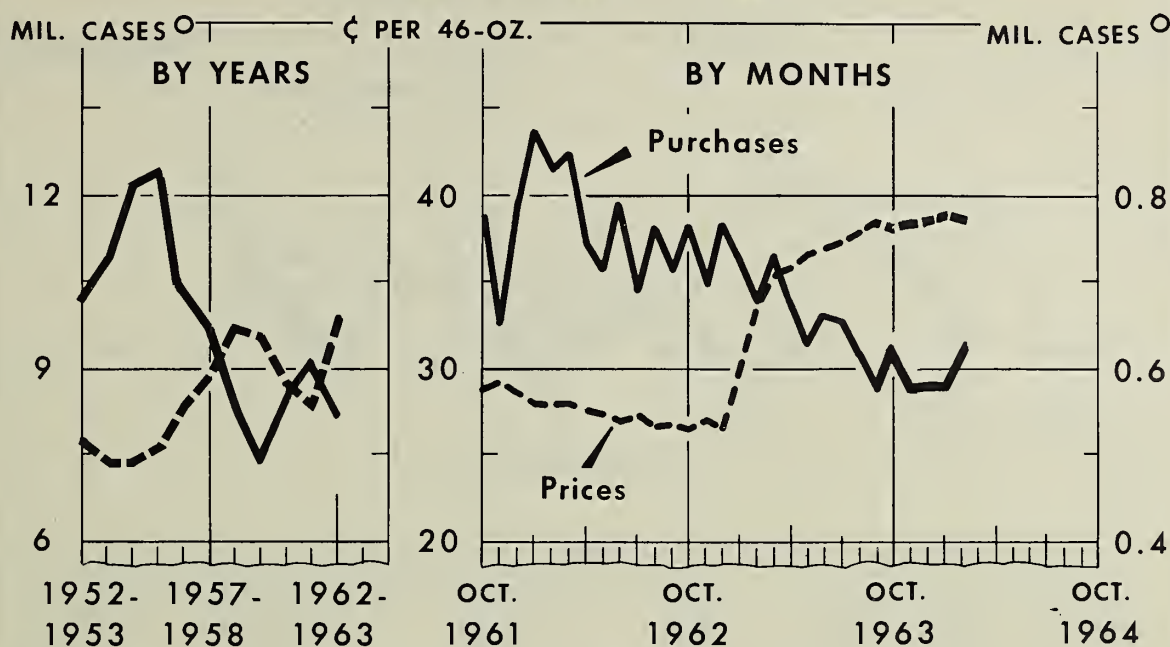
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823		6.9		93.8		37.5	43.5	
Jan.-Mar.	2,716	2,282		---		---		---	---	
Apr.	881	618		5.7		84.6		37.8	44.9	
May	838	611		5.3		90.4		37.9	46.4	
June	806	564		5.1		86.4		37.7	46.8	
Apr.-June	2,525	1,793		---		---		---	---	
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

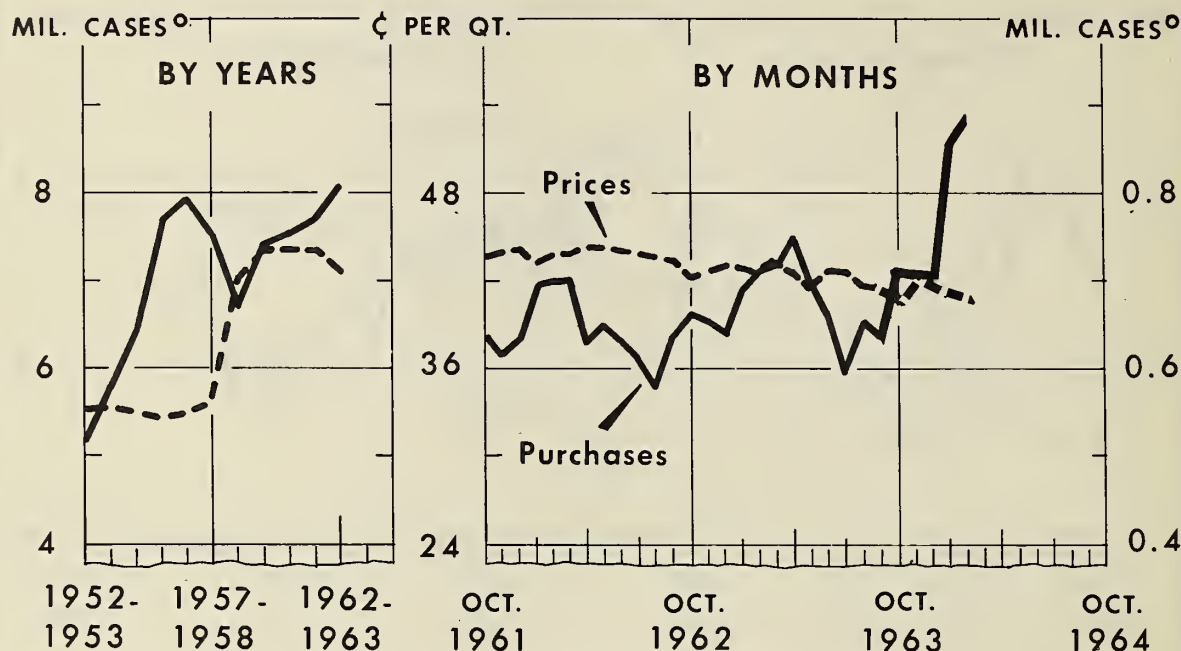
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5	38.5
Mar.	738	728		5.9		97.8		30.1	35.3	
Jan.-Mar.	2,208	2,128		---		---		---		
Apr.	793	668		5.2		99.9		29.1	35.7	
May	781	621		5.0		97.8		28.9	36.5	
June	714	659		5.4		95.6		29.2	36.7	
Apr.-June	2,288	1,948		---		---		---		
July	632	652		5.1		99.6		30.3	37.1	
Aug.	683	606		4.5		103.8		29.9	37.7	
Sept.	663	568		4.8		92.9		30.3	38.5	
July-Sept.	1,978	1,826		---		---		---		
Season	8,572	8,129		---		---		30.0	33.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid ^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

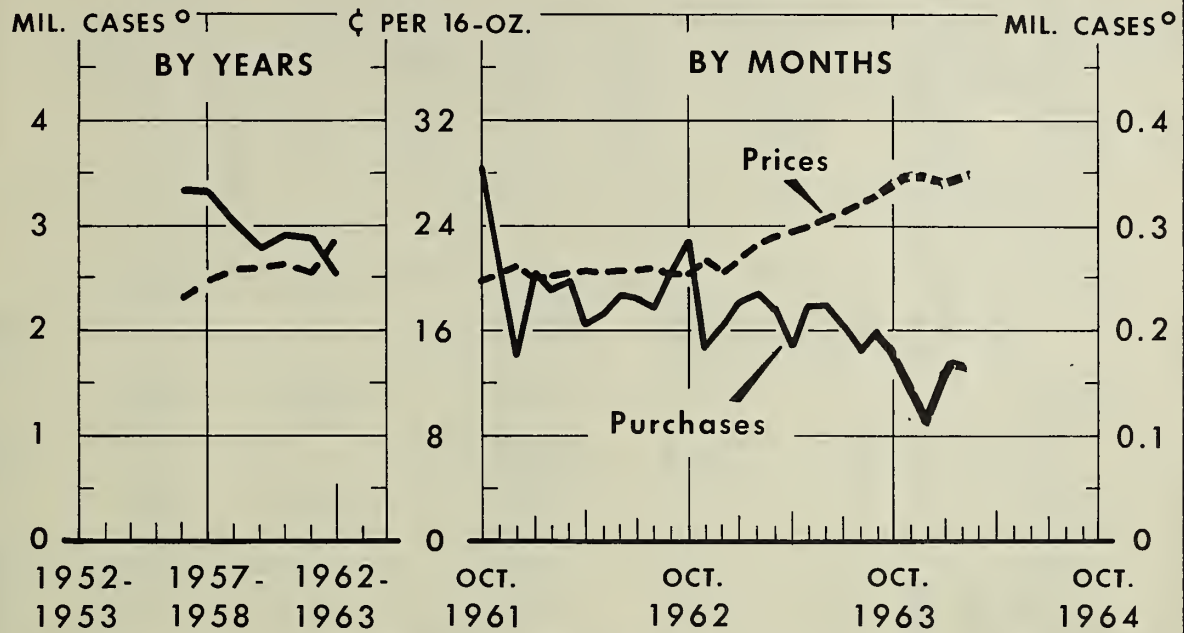
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719		7.8		72.6		41.5	43.2	
Jan.-Mar.	1,959	2,128		---		---		---		
Apr.	602	749		8.1		72.8		41.7	42.3	
May	607	700		7.4		74.1		41.8	41.2	
June	600	659		7.1		72.3		41.7	42.4	
Apr.-June	1,809	2,108		---		---		---		
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---		
Season	7,339	8,061		---		---		41.3	42.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219		3.9		48.4		20.4	22.9	
Jan.-Mar.	709	680		---		---		---	---	
Apr.	227	182		3.4		47.1		20.3	23.3	
May	233	223		3.9		49.2		20.4	23.8	
June	255	223		3.9		50.7		20.5	24.5	
Apr.-June	715	628		---		---		---	---	
July	264	204		3.4		51.4		20.7	24.7	
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange						Other						Total					
	Total : purchases : : buying :	of : families : : buying :	per : family : : family :	Prices paid : 6-ounce : : can :	Total : purchases : : buying :	of : families : : buying :	Total : purchases : : buying :	of : families : : buying :	per : family : : family :	Prices paid : 6-ounce : : can :	Total : purchases : : buying :	of : families : : buying :	Total : purchases : : buying :	of : families : : buying :	per : family : : family :	Prices paid : 6-ounce : : can :	Total : purchases : : buying :	of : families : : buying :
	1,000 gals.	Percent	Ounces	Cents	1,000 gals.	Percent	Ounces	Cents	1,000 gals.	Percent	Ounces	Cents	1,000 gals.	Percent	Ounces	Cents	1,000 gals.	Percent
1963																		
April	423	3.3	29.9	17.7	1,035	---	---	12.5	1,458	---	---	12.5	1,458	---	---	14.0		
May	523	4.8	25.2	16.5	1,996	---	---	11.8	2,519	---	---	11.8	2,519	---	---	12.8		
June	602	5.6	25.0	16.5	3,021	---	---	11.8	3,623	---	---	11.8	3,623	---	---	12.5		
Apr.-June	1,548	---	---	---	6,052	---	---	---	7,600	---	---	---	7,600	---	---	---		
July	703	5.7	28.6	14.6	3,774	---	---	11.7	4,477	---	---	11.7	4,477	---	---	12.1		
August	726	6.0	27.9	15.3	2,956	---	---	11.8	3,682	---	---	11.8	3,682	---	---	12.5		
September	654	5.0	30.2	15.8	1,732	---	---	11.5	2,386	---	---	11.5	2,386	---	---	12.7		
July-Sept.	2,083	---	---	---	8,462	---	---	---	10,545	---	---	---	10,545	---	---	---		
1963-64																		
October	580	4.4	30.4	17.0	924	---	---	13.2	1,504	---	---	13.2	1,504	---	---	14.7		
November	445	3.7	27.0	17.7	632	---	---	13.9	1,077	---	---	13.9	1,077	---	---	15.5		
December	364	3.0	27.7	18.0	553	4.2	30.1	13.5	917	---	---	13.5	917	---	---	15.2		
Oct.-Dec.	1,389	---	---	---	2,109	---	---	---	3,498	---	---	---	3,498	---	---	---		
January	574	4.9	26.8	17.6	627	4.7	29.7	14.3	1,201	---	---	14.3	1,201	---	---	15.9		
February	580	4.7	28.0	17.4	546	4.3	28.6	14.5	1,126	---	---	14.5	1,126	---	---	16.0		
March																		
Jan.-Mar.																		
April																		
May																		
June																		
Apr.-June																		
July																		
August																		
September																		
July-Sept.																		
Season																		

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000	1,000	gals.	gals.	1,000	1,000	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510			13,173	14,365				
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	108.2	29.8	31.8
Mar.	1,106		19.1		6,242				30.0	
Jan.-Mar.	3,215				17,449					
Apr.	1,161		19.2		5,605				30.5	
May	1,208		19.4		5,510				30.2	
June	975		20.3		5,171				30.8	
Apr.-June	3,344				16,286					
July	903		20.3		4,720				31.4	
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents
	gals.	gals.						
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672						
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2	45.4	49.6	70.2	75.8
Mar.	286		1.6		42.5		72.5	
Jan.-Mar.	879							
Apr.	284		1.4		47.2		75.0	
May	258		1.4		43.2		76.8	
June	180		1.0		44.1		77.5	
Apr.-June	722							
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1957-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1957-61 :	1963 :	1964 :
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	cases	cases	cases							
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512		47.9		140		---	34.5	
Jan.-Mar.	20,886	23,987		---		---		---	---	
Apr.	6,875	7,640		45.7		131		---	35.1	
May	6,817	7,442		44.9		130		---	34.8	
June	6,454	7,053		43.6		127		---	35.4	
Apr.-June	20,146	22,135		---		---		---	---	
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1959-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1959-61 :	1963 :	1964 :
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	cases	cases	cases							
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703		25.5		145		31.7	30.9	
Jan.-Mar.	10,005	13,473		---		---		---	---	
Apr.	3,558	5,075		26.4		151		31.7	30.9	
May	3,758	5,169		26.5		153		31.7	31.0	
June	4,027	5,035		26.4		149		31.3	31.3	
Apr.-June	11,343	15,279		---		---		---	---	
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 2⁴ cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000	1,000	1,000							
	doz.	doz.	doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,592	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	42,941	20,699		25.6		17.7		51.8	74.6	
Jan.-Mar.	140,039	73,327		---		---		---	---	
Apr.	35,817	18,016		22.5		17.5		53.7	77.4	
May	29,927	16,790		20.8		17.6		51.3	75.3	
June	21,441	13,997		17.4		17.5		54.2	68.6	
Apr.-June	87,185	48,803		---		---		---	---	
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814		---		---		---	---	
Season	370,884	236,067		---		---		49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000	1,000	1,000							
	doz.	doz.	doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	14,106	9,963		21.8		10.0		85.2	108.6	
Jan.-Mar.	42,125	29,371		---		---		---	---	
Apr.	11,086	8,933		19.4		10.0		94.1	115.6	
May	6,769	5,946		15.0		8.6		107.3	133.2	
June	3,422	2,663		8.7		6.7		116.3	163.5	
Apr.-June	21,277	17,542		---		---		---	---	
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067		---		---		---	---	
Season	96,337	76,695		---		---		90.5	107.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks			Total all products		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027		
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	1,407	1,407	17,239		
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	1,201	1,201	17,181		
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447		
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	1,553	1,553	19,477		
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,591	18,509	1,448	1,448	1,448	19,957		
March	10,109	8,192		6,350	8,272		3,601	4,703		20,060	21,167							
Jan.-March	30,360	24,687		18,898	23,387		10,629	13,473		59,887	61,547							
April	9,766	6,547		6,073	7,730		3,708	5,075		19,547	19,352							
May	9,539	5,962		6,172	7,641		4,000	5,169		19,711	18,772							
June	9,214	5,526		5,684	6,985		4,023	5,035		18,921	17,546							
Apr.-June	28,519	18,035		17,929	22,356		11,731	15,279		58,179	55,670							
July	8,639	5,354		5,534	6,384		4,054	5,600		18,227	17,338							
August	8,963	5,120		5,187	6,424		3,506	5,241		17,656	16,785							
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301							
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424							
Cumulative																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027		
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,895	3,381	3,381	3,381	36,266		
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,477		
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789	6,135	6,135	6,135	72,924		
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	7,583	7,583	92,881		
March	56,447	56,020		36,439	40,871		19,168	22,541		112,054	119,432							
April	66,213	62,567		42,512	48,601		22,876	27,616		131,601	138,784							
May	75,752	68,529		48,684	56,242		26,876	32,785		151,312	157,556							
June	84,966	74,055		54,368	63,227		30,899	37,820		170,233	175,102							
July	93,605	79,409		59,902	69,611		34,953	43,420		188,460	192,440							
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225							
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526							

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/	Frozen concentrated 3/				Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Average 5/
	Juices		Fruit drinks			Orange					
	Other	Average	Orange	Other		Prune	Other	Average			
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1962-63											
October	4.0	4.6	---	---	7.0	4.6	3.5	7.9	4.3	4.0	(4.3)
November	4.0	4.6	---	---	6.8	4.7	3.5	8.0	4.3	4.1	(4.3)
December	3.9	4.5	---	---	6.8	4.4	3.4	8.0	4.4	4.2	(4.3)
January	5.3	4.6	---	---	7.5	4.8	3.9	8.0	4.4	4.0	(4.7)
February	5.6	4.8	---	---	7.8	5.5	4.4	8.0	4.4	4.0	(4.9)
March	5.8	4.8	---	---	8.0	5.7	4.6	8.1	4.5	4.0	(4.9)
April	6.4	4.8	4.4	2.7	8.3	5.9	4.7	7.9	4.6	4.0	4.8
May	6.9	4.8	4.1	2.5	8.4	6.1	4.8	7.7	4.5	4.0	4.7
June	7.0	5.1	4.1	2.5	8.7	6.1	4.8	8.0	4.6	4.1	4.6
July	7.0	5.1	3.6	2.5	8.9	6.2	4.8	7.9	4.7	4.1	4.5
August	7.1	5.2	3.8	2.5	8.9	6.3	4.9	7.8	4.7	4.1	4.6
September	7.0	5.2	4.0	2.4	8.9	6.4	5.0	7.8	4.7	4.2	4.9
Season	5.4	4.8	---	---	7.9	5.4	4.3	7.9	4.5	4.1	(4.6)
1963-64											
October	6.9	5.2	4.2	2.8	8.9	6.5	4.9	7.6	4.6	4.2	5.0
November	6.8	5.3	4.4	3.0	9.1	6.7	5.0	7.9	4.8	4.2	5.2
December	7.0	5.4	4.5	2.9	9.0	7.0	5.0	7.8	4.8	4.3	5.2
January	6.8	5.3	4.4	3.0	9.0	7.3	5.1	7.6	4.9	4.2	5.2
February	6.8	5.2	4.4	3.1	9.0	7.2	5.0	7.6	4.8	4.2	5.1
March											
April											
May											
June											
July											
August											
September											
Season											

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date ^{1/}

Month and year ^{2/}	Frozen concentrated		Chilled orange juice		Canned single-strength juices		Canned single-strength fruit drinks		Canned grapefruit sections		Chilled citrus salads		Fresh oranges		Fresh grapefruit	
	Orange juice		Orange juice		Orange : Grapefruit		Prune		All ^{3/}		Dols.		Dols.		Dols.	
	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.
1962-63																
October	1.32	---	1.30		.73	.60	.99	.92			.83		.96		.60	
November	1.32	---	1.21		.70	.60	.99	.89			.90		.79		.68	
December	1.35	---	1.26		.68	.64	1.07	.88			.90		.92		.77	
January	1.49	---	1.31		.74	.63	1.02	.95			.98		1.05		.84	
February	1.53	---	1.37		.73	.68	.98	.98			1.02		1.14		.88	
March	1.55	---	1.45		.89	.75	.98	1.05			.98		1.10		.90	
April	1.61	.88	1.47		.83	.78	.96	1.00			1.01		1.13		.96	
May	1.66	.69	1.41		.91	.78	.95	.98			1.03		1.10		.95	
June	1.72	.69	1.41		.88	.76	.96	.98			1.02		1.00		.91	
July	1.71	.70	1.40		.80	.80	.97	.94			1.05		.94		.74	
August	1.70	.71	1.46		.83	.85	.97	.97			1.07		.96		.65	
September	1.72	.79	1.47		.86	.78	.96	.99			1.04		.90		.52	
1963-64																
October	1.68	.86	1.44		.86	.80	.99	.99			1.06		.92		.70	
November	1.69	.80	1.55		.94	.81	1.00	.94			1.00		.89		.86	
December	1.69	.83	1.49		.92	.79	.97	.95			1.07		1.00		.89	
January	1.64	.79	1.37		.97	.84	1.00	.99			1.09		1.12		.94	
February	1.66	.81	1.48		.93	.84	1.00	.99			1.15		1.14		.98	
March																
April																
May																
June																
July																
August																
September																

^{1/} Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. ^{2/} Data are for 4-week (28-day) periods to facilitate comparisons. ^{3/} Includes the detailed as well as all other canned juices.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges: fruit	Fresh grape- fruit	Total 4/	
	Orange		Other 3/			Orange		Prune								
	dols.	dols.	dols.	dols.		dols.	dols.	dols.	dols.							
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	dols.
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	3,751	12,290:	9,528	1,719	8,042	5,593	(75,754)	
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	3,741	12,724:	8,644	1,158	12,048	9,238	(81,777)	
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	3,675	12,097:	8,533	1,224	20,967	10,033	(92,576)	
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	3,995	14,954:	11,915	1,457	18,394	9,788	(97,554)	
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	4,098	16,439:	13,328	1,573	18,441	10,884	(103,701)	
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	4,193	17,613:	13,661	1,505	15,441	10,820	(103,457)	
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	4,277	16,072:	14,724	1,272	13,944	10,327	100,529	
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	3,893	15,635:	15,042	1,592	12,643	7,920	98,377	
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	3,772	14,956:	14,796	1,639	9,602	4,354	90,765	
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	3,392	13,918:	16,377	1,512	7,462	1,281	86,574	
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	3,656	14,013:	15,484	1,375	6,236	774	81,291	
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	3,532	14,137:	13,595	1,566	6,699	1,144	78,386	
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	45,975	174,848:	155,627	17,592	149,919	82,156	(1,090,741)	
1963-64																
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	4,026	14,487:	13,914	1,482	7,895	7,519	86,291	
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	4,014	13,664:	12,066	1,193	12,307	11,264	89,965	
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	3,965	14,051:	13,011	919	22,647	11,782	100,900	
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	4,703	15,345:	15,356	1,323	24,530	14,258	113,199	
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300	4,855	4,855	15,350:	16,954	1,317	25,215	14,467	115,596	
March																
April																
May																
June																
July																
Aug.																
Sept.																
Season																

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit. 2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, February 1963 and 1964 1/

Product	Total consumer purchases			Proportion of families buying		Purchases per buying family				Average prices paid	
	Volume		Share of market 2/			Number	Average size		Quantity per month		
	Feb. 1963	Feb. 1964	Change	Feb. 1963	Feb. 1964		Feb. 1963	Feb. 1964			
	gals.	gals.	Pct.	Pct.	Pct.	No.	Ozs.	Ozs.	Ozs.	Unit	Cents
FROZEN CONCENTRATED JUICES:											
Orange	4,983	3,283	-34	28.5	20.4	2.0	20.5	18.9	40.7	36.4	22.6
Other	1,082	1,007	-7	---	8.0	---	17.9	16.5	---	28.8	19.0
Total	6,065	4,290	-29	---	---	---	---	---	---	*	5.5
											6.5
FROZEN CONC. FRUIT DRINKS:											
Orange	---	580	---	---	4.7	---	---	20.3	---	28.0	---
Other	---	546	---	---	4.3	---	---	17.2	---	28.6	---
Total	---	1,126	---	---	---	---	---	---	---	*	3.7
											17.4
											14.5
											3.7
CHILLED ORANGE JUICE	2,948	2,440	-17	6.5	5.5	2.5	42.2	39.5	105.1	98.9	41.6
											7.8
											9.0
CANNED SINGLE-STRENGTH JUICES:											
Orange	680	415	-39	6.7	4.3	1.6	50.9	47.9	80.3	77.0	41.8
Grapefruit	674	636	-6	5.7	4.8	1.5	62.0	63.8	93.0	99.6	33.5
Pine	716	888	+24	7.7	8.3	1.7	42.2	46.5	73.6	78.9	38.5
Other	5,867	5,140	-12	---	36.3	2.0	---	53.4	---	108.2	40.5
Total	7,937	7,079	-11	47.1	43.8	2.3	55.5	52.8	132.6	123.4	29.8
											31.8
											37.1
											4.8
CANNED S/S FRUIT DRINKS	4,594	5,624	+22	23.9	26.5	2.0	75.6	74.4	151.1	164.0	30.9
											4.0
											4.2
TOTALS (Ready-to-Drink): 4/											
Juices & s/s fruit drinks	20,591	18,509	-10	---	---	---	---	---	---	---	4.9
Juices & all fruit drinks	---	19,957	---	---	---	---	---	---	---	---	5.1
											27.6
CANNED GRAPEFRUIT SECTIONS	233	159	-32	3.8	2.7	1.4	37.1	34.4	53.0	49.7	22.5
											27.6
CHILLED CITRUS SALADS	1,000	1,000	---	---	---	---	---	---	---	---	---
											75.8
											70.2
											32
FRESH CITRUS FRUIT:											
Oranges	25,296	43,928	+74	29.5	39.5	1.9	10.0	12.0	18.7	23.8	72.9
Grapefruit	10,191	13,057	+28	22.6	26.8	1.9	5.3	5.5	9.9	10.5	106.8
											110.8

1/ Data are for 4-week (28-day) periods. 2/ Includes frozen concentrated fruit drinks beginning October 1963, hence not comparable with previous data. 3/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 4/ Frozen concentrated juices and orange drink converted to single-strength at 4 to 1; other frozen drinks at 4.7 to 1. The latter represents an approximation as quantities marketed by concentration are not known.

*Per 6-ounce serving.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

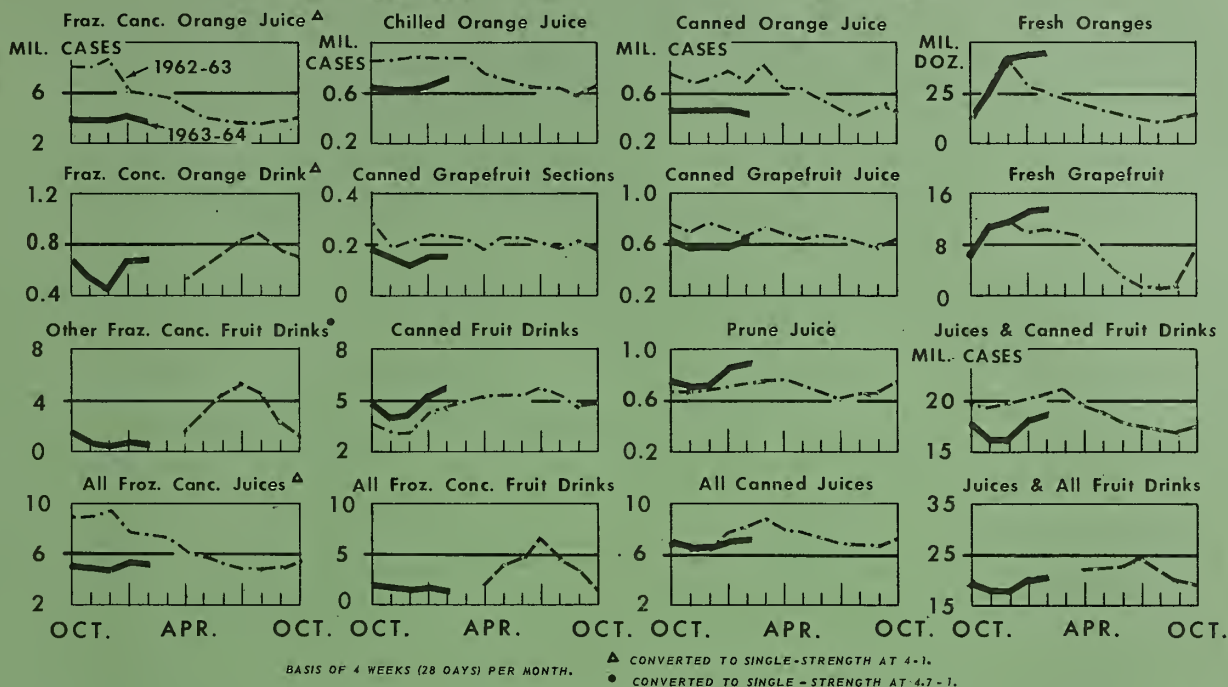


Figure 7

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

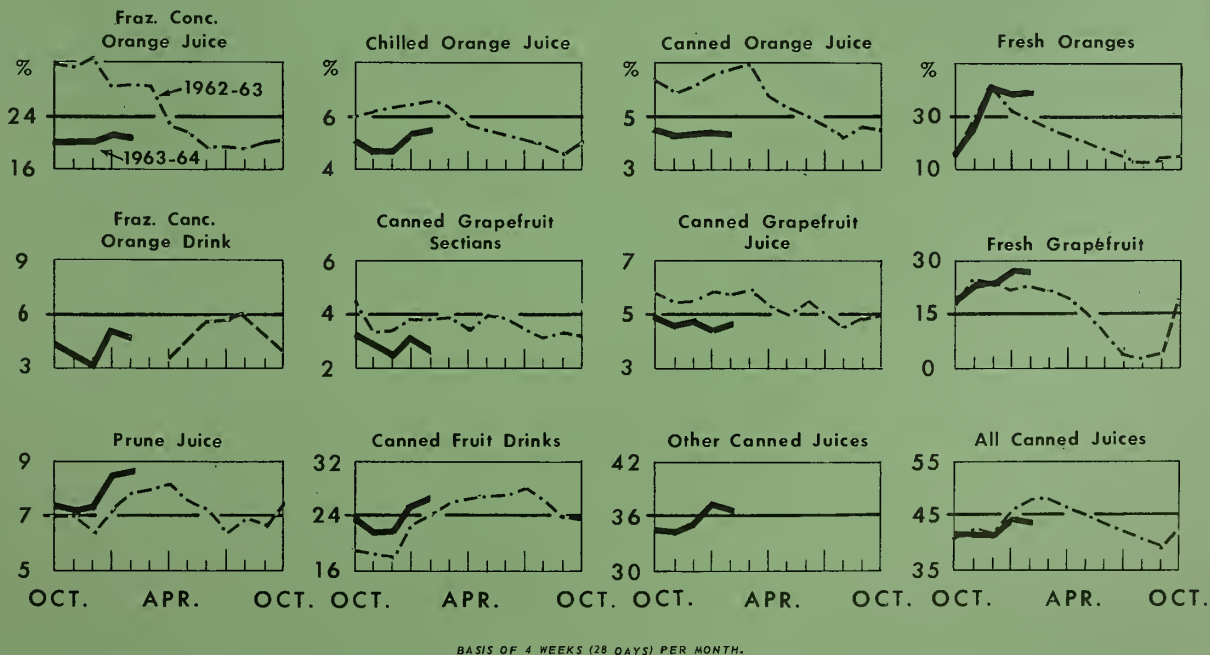


Figure 8

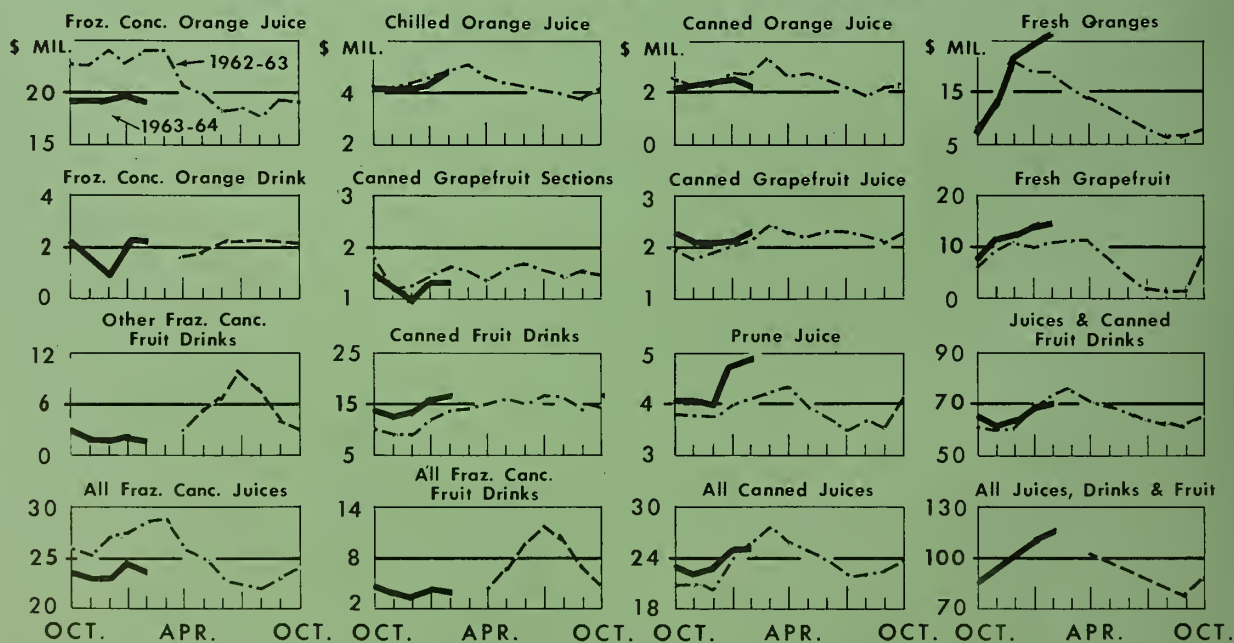
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CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9